

ORDER



Orders
Order / Rev: 719016
Alt Order #: 06356866
Product Desc: AMERICAN CROSSROADS
Estimate: 1065
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Crossroads Media/ POL
Buying Contact: Michelle Santuoso
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	20	\$28,780.00	\$24,463.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$28,780.00	\$24,463.00	0.00
Totals	20	\$28,780.00	\$24,463.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	10/05/12	10/05/12	M-F 10-11a Studio 10	CM	10-11a	----F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
STUDIO 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$300.00		0.00			
E 2	WTSP	10/05/12	10/05/12	B&B Bold and Beautiful	CM	130-2p	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
BOLD & BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,400.00		0.00			
E 3	WTSP	10/05/12	10/05/12	5-530a 5-530a 10 News	CM	5-530a	----F--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
10 NEWS-5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$400.00		0.00			
E 4	WTSP	10/08/12	10/08/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$4,000.00		0.00			
E 5	WTSP	10/08/12	10/08/12	B&B Bold and Beautiful	CM	130-2p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
BOLD & BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,400.00		0.00			

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Advertiser: American Crossroads
Product Desc: AMERICAN CROSSROADS
Estimate: 1065
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WTSP	10/08/12	10/08/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,100.00		0.00			
E 7	WTSP	10/08/12	10/08/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$600.00		0.00			
E 8	WTSP	10/08/12	10/08/12	M-F 930-10a Inside Edition	CM	930-10a	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$400.00		0.00			
E 9	WTSP	10/06/12	10/06/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
10 NEWS-11P SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$2,400.00		0.00			
E 10	WTSP	10/06/12	10/06/12	Sat Prime A Crimetime Saturday	CM	Sat 8-9p	-----S-	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
CRIMETIME SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$6,000.00		0.00			
E 11	WTSP	10/07/12	10/07/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
10 NEWS-11P SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$2,800.00		0.00			
E 12	WTSP	10/04/12	10/04/12	B&B Bold and Beautiful	CM	130-2p	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
BOLD & BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,400.00		0.00			
E 13	WTSP	10/04/12	10/04/12	M-F 3-4p Let's Make a Deal	CM	3-4p	---T---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,100.00		0.00			
E 14	WTSP	10/04/12	10/04/12	M-F 930-10a Inside Edition	CM	930-10a	---T---	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$400.00		0.00			
E 15	WTSP	10/02/12	10/02/12	B&B Bold and Beautiful	CM	130-2p	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
BOLD & BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,400.00		0.00			
E 16	WTSP	10/02/12	10/02/12	M-F 3-4p Let's Make a Deal	CM	3-4p	-T-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,100.00		0.00			
E 17	WTSP	10/02/12	10/02/12	530-6a 530-6a 10 News	CM	530-6a	-T-----	:30	1	\$480.00	P-2	0.00	NM	1	\$480.00
10 NEWS-530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$480.00		0.00			
E 18	WTSP	10/02/12	10/02/12		CM	930-10a	-T-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 930-10a Inside Edition											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$400.00		0.00				
E 19	WTSP	10/03/12	10/03/12	M-F 10-11a Studio 10	CM	10-11a	--W----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
STUDIO 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$300.00		0.00				
E 20	WTSP	10/03/12	10/03/12	B&B Bold and Beautiful	CM	130-2p	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
BOLD & BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$1,400.00		0.00				
													Totals	20	\$28,780.00